

Site Evaluation Project

Rodrigo Arruda

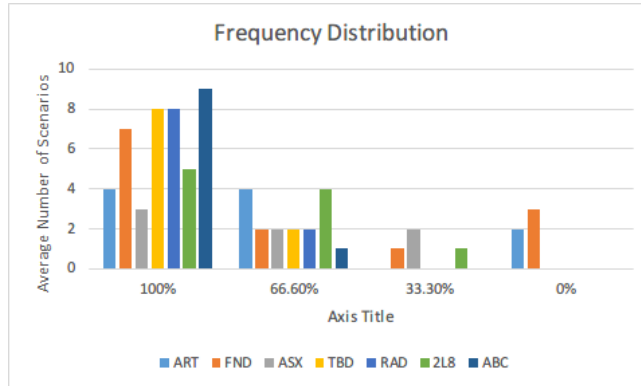
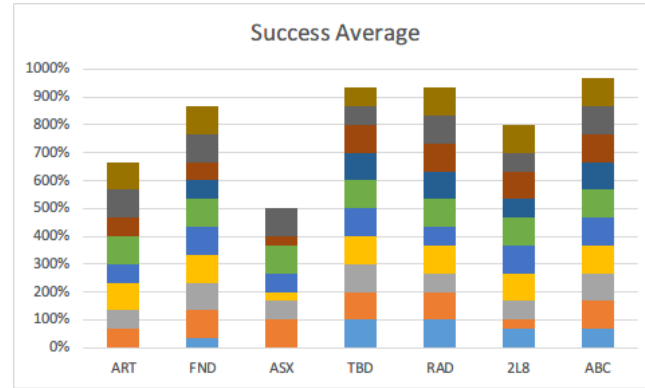
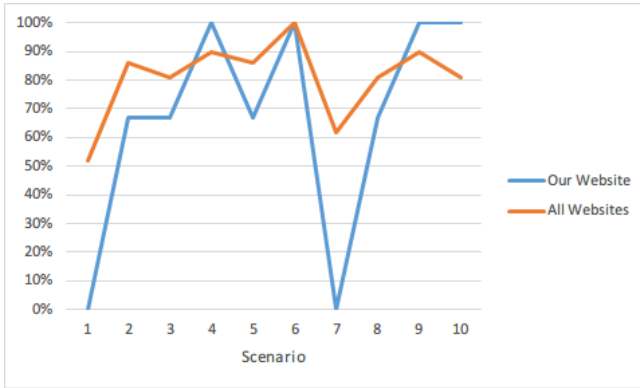
Dale Riechert

Ian Thomson

Task Success

Scenario	Our Website Average	All Websites Average	Difference
1	0%	52%	-52%
2	66.7%	86%	-19.3%
3	66.7%	81%	-14.3%
4	100%	90%	+10%
5	66.7%	86%	-19.3%
6	100%	100%	0%
7	0%	62%	-62%
8	66.7%	81%	-14.3%
9	100%	90%	+10%
10	100%	81%	+19%
All	66.7%	80.9%	-14.2%

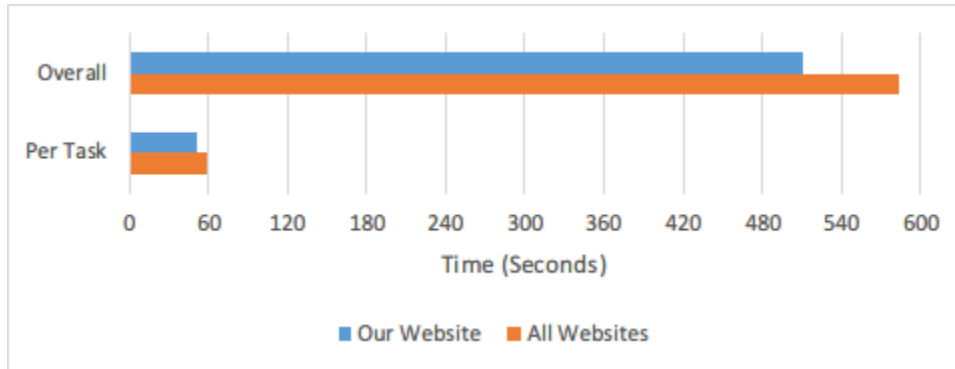
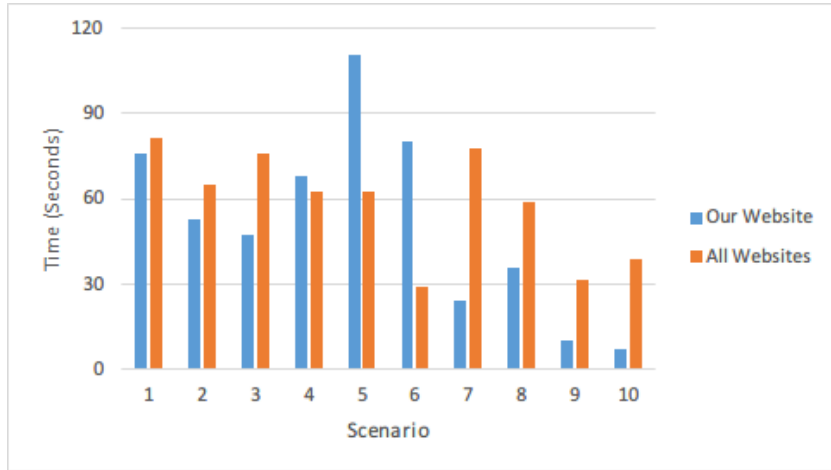
Task Success



Time

Scenario	Our Website Average	All Websites Average	Difference
1	75.7	81.3	-5.6
2	52.7	65.3	-12.6
3	47.3	76.1	-28.8
4	68	62.6	+5.4
5	110.5	62.6	+47.9
6	80.5	29.1	+51.4
7	24	77.9	-53.9
8	35.5	58.8	-23.3
9	10.5	31.6	-21.1
10	7	38.6	-31.6
All	51.2 per task, 511.7 overall	58.39 per task, 583.9 overall	-7.2 per task, -72.2 overall

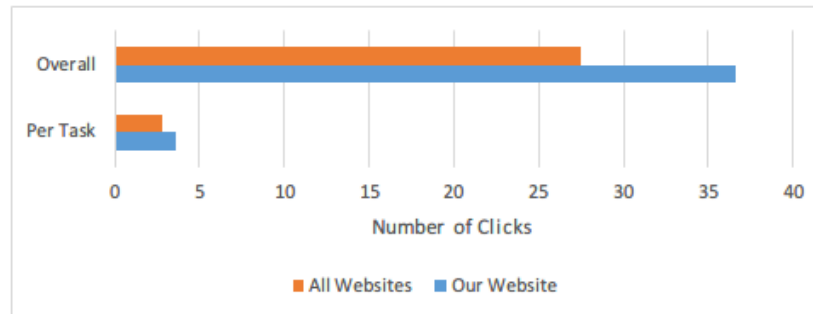
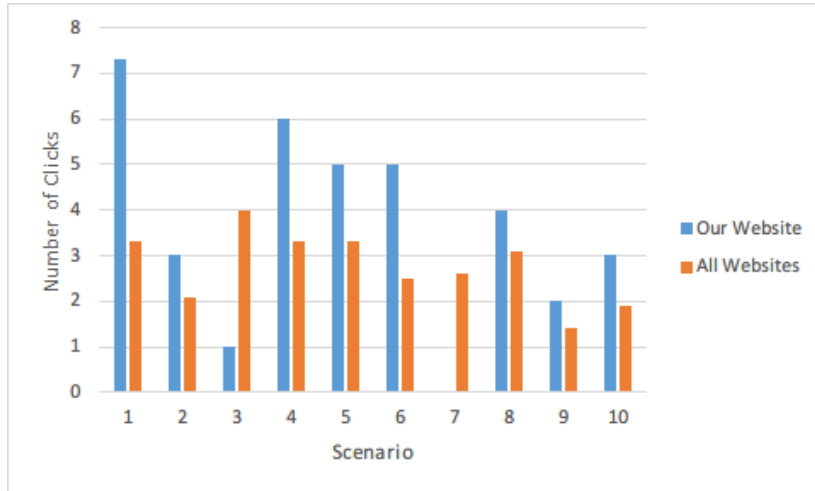
Time



Number of Jumps

Scenario	Our Website Average	All Websites Average	Difference
1	7.3	3.3	+4
2	3	2.1	+0.9
3	1	4.0	-3
4	6	3.3	+2.7
5	5	3.3	+1.7
6	5	2.5	+2.5
7	0	2.6	-2.6
8	4	3.1	+0.9
9	2	1.4	+0.6
10	3	1.9	+1.1
All	3.6 per task, 36.3 overall	2.8 per task, 27.5 overall	+0.9 per task, +8.8 overall

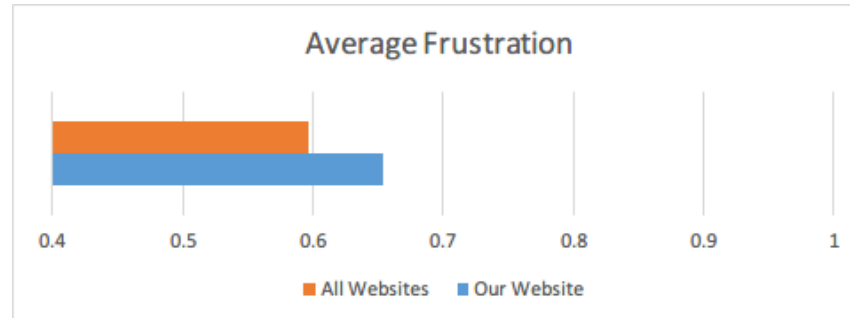
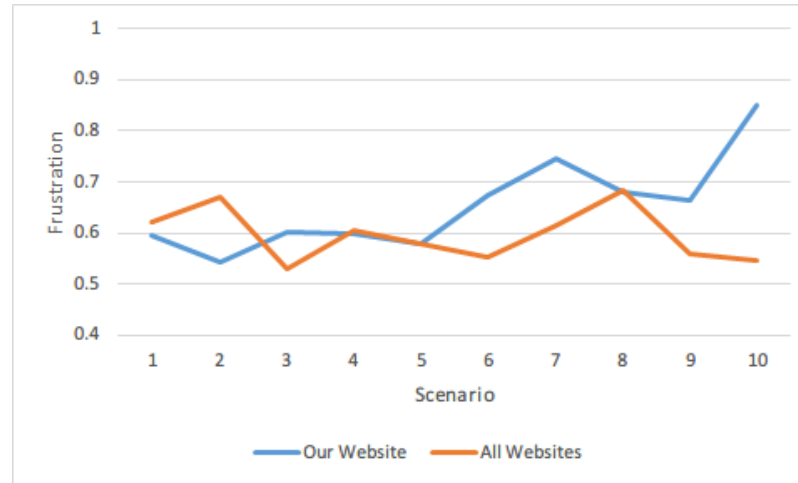
Number of Jumps



Frustration

Scenario	Our Website Average	All Websites Average	Difference
1	.597	.621	-.024
2	.543	.672	-.129
3	.603	.531	+.072
4	.600	.606	-.006
5	.580	.578	+.002
6	.675	.553	+.122
7	.745	.615	+.130
8	.680	.682	-.002
9	.665	.559	+.106
10	.850	.548	+.302
All	.654	.597	+.057

Frustration



Perform the same analysis in point 1, but now considering (grouping) the following variables:

- Age
- Gender
- Highest Degree of Education
- How would you rate yourself as a web user?
- About how many hours do you spend on the computer per day?
- Are you familiar with applying for an IRB study

Demographics Survey - Age Groups

	Our Age Groups Average	Total Average
20-29	66.60%	36.36%
30-39	33.33%	27.27%
40-49	0	18.18%
50-59	0	9.09%
60+	0	4.54%

Demographics Survey - Gender

	Our Average Gender	Total
Male	66.66%	50.00%
Female	33.33%	50.00%

Demographics Survey - Highest Education

	Our Average	Total
High School	66.66%	13.63%
Associate's Degree	0.00%	9.09%
Bachelor's Degree	0.00%	36.36%
Master's Degree	33.33%	22.72%
PhD	0.00%	13.63%

Demographics Survey - Web Use Rating

	Our Average	Total
5	66.66%	31.81%
4	33.33%	54.54%
3	0.00%	4.54%
2	0.00%	4.54%
1	0.00%	0.00%

Demographics Survey - PC Use

	Our Average	Total
3 to 6	0.00%	4.54%
6 to 9	0.00%	27.27%
9 to 12	33.33%	40.90%
12 to 15	0.00%	13.63%
15 to 18	66.66%	9.09%

Demographics Survey - Familiar with IRB

	Our Average	Total
Yes	33.33%	40.90%
No	66.66%	59.10%

Perform the analysis on the data collected from the exit survey and present your results and conclusions, of course you need to include all the websites.

Exit Survey - Ease of Use

	Our Average	Total
5	33.33%	22.72%
4	66.66%	27.27%
3	0.00%	31.81%
2	0.00%	13.63%
1	0.00%	0.00%

Exit Survey - Speed of Discovery

	Our Average	Total
5	0.00%	22.73%
4	100%	27.27%
3	0.00%	31.82%
2	0.00%	13.64%
1	0.00%	0.00%

Exit Survey - Enjoyment

	Our Average	Total
5	0.00%	18.18%
4	67%	27.27%
3	0.00%	18.18%
2	33.33%	31.82%
1	0.00%	0.00%

Exit Survey - Ease of Navigation

	Our Average	Total
5	66.66%	36.36%
4	33%	18.18%
3	0.00%	27.27%
2	0.00%	13.64%
1	0.00%	0.00%

Exit Survey - Comfort Purchasing

	Our Average	Total
5	33.33%	15.79%
4	33%	15.79%
3	33.33%	31.58%
2	0.00%	15.79%
1	0.00%	15.79%

Exit Survey - Promises Kept

	Our Average	Total
5	33.33%	5.00%
4	33%	50.00%
3	33.33%	35.00%
2	0.00%	0.00%
1	0.00%	5.00%

Exit Survey - Information Integrity

	Our Average	Total
5	33.33%	45.45%
4	67%	36.36%
3	0.00%	4.54%
2	0.00%	4.54%
1	0.00%	4.54%

Exit Survey - Business Confidence

	Our Average	Total
5	33.33%	22.72%
4	67%	36.36%
3	0.00%	18.18%
2	0.00%	18.18%
1	0.00%	0.00%

Exit Survey - Information Value

	Our Average	Total
5	33.33%	45.45%
4	67%	40.90%
3	0.00%	4.54%
2	0.00%	4.54%
1	0.00%	0.00%

Exit Survey - Recommendation

	Our Average	Total
5	33.33%	9.09%
4	33%	50.00%
3	33.33%	22.72%
2	0.00%	9.09%
1	0.00%	4.54%

Exit Survey - Future Visit Likelihood

	Our Average	Total
5	0.00%	27.27%
4	67%	36.36%
3	0.00%	9.09%
2	33.33%	13.63%
1	0.00%	9.09%

Exit Survey - Attractiveness

	Our Average	Total
5	0.00%	18.18%
4	33%	27.27%
3	33.33%	31.81%
2	33.33%	13.63%
1	0.00%	4.54%

Exit Survey - Cleanliness/Presentability

	Our Average	Total
5	33.33%	27.27%
4	33%	31.81%
3	33.33%	27.27%
2	0.00%	9.09%
1	0.00%	0.00%

4. Using one-way ANOVA answer each of the following questions.

Please, remember to add information whether a post-hoc test is needed. If yes, please show it and provide you conclusions from it.

- Does task success differ statistically significantly among the seven websites?
- Does navigation differ statistically significantly among the seven websites?
- Does time on task differ statistically significantly among the seven websites?
- Does level of frustration differ statistically significantly among the seven websites?

According with the results of the analysis above, what would be your recommendation about the design to use for the new website?

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Sucess	ART	10	,6667	,38490	,12172	,3913	,9420	,00	1,00
	FND	10	,8667	,23307	,07370	,6999	1,0334	,33	1,00
	ASX	10	,5000	,42310	,13380	,1973	,8027	,00	1,00
	TBD	10	,9333	,14055	,04444	,8328	1,0339	,67	1,00
	RAD	10	,9333	,14055	,04444	,8328	1,0339	,67	1,00
	2L8	10	,8000	,23307	,07370	,6333	,9667	,33	1,00
	ABC	10	,9667	,10541	,03333	,8913	1,0421	,67	1,00
	Total	70	,8095	,29799	,03562	,7385	,8806	,00	1,00
Jumps	ART	10	3,633	2,2795	,7209	2,003	5,264	,0	7,3
	FND	10	3,533	2,7809	,8794	1,544	5,523	1,0	10,7
	ASX	9	2,185	1,4635	,4878	1,060	3,310	,7	4,7
	TBD	10	3,367	1,5905	,5030	2,229	4,504	2,0	7,0
	RAD	10	1,633	,7106	,2247	1,125	2,142	1,0	3,0
	2L8	10	2,350	1,1559	,3655	1,523	3,177	1,0	4,5
	ABC	10	2,467	,9054	,2863	1,819	3,114	1,3	4,0
	Total	69	2,746	1,7810	,2144	2,319	3,174	,0	10,7
Time	ART	10	51,167	33,1149	10,4719	27,478	74,856	7,0	110,5
	FND	10	82,500	37,5504	11,8745	55,638	109,362	39,0	150,7
	ASX	9	78,000	44,9166	14,9722	43,474	112,526	13,0	149,3
	TBD	10	52,250	17,7467	5,6120	39,555	64,945	25,3	75,3
	RAD	10	50,033	36,0474	11,3992	24,247	75,820	11,3	109,7
	2L8	10	89,250	47,3640	14,9778	55,368	123,132	35,0	170,0
	ABC	10	42,067	13,2635	4,1943	32,579	51,555	22,0	60,7
	Total	69	63,401	37,6377	4,5310	54,359	72,443	7,0	170,0
Frustration	ART	10	,65383	,090938	,028757	,58878	,71889	,543	,850
	FND	10	,56533	,102382	,032376	,49209	,63857	,440	,737
	ASX	9	,56185	,059979	,019993	,51575	,60796	,480	,683
	TBD	10	,67000	,181143	,057283	,54042	,79958	,337	,997
	RAD	10	,61500	,160572	,050777	,50013	,72987	,370	,805
	2L8	10	,68200	,162313	,051328	,56589	,79811	,375	,905
	ABC	10	,46867	,114182	,036108	,38699	,55035	,293	,660
	Total	69	,60297	,144702	,017420	,56821	,63773	,293	,997

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Success	Between Groups	1,749	6	,292	4,195	,001
	Within Groups	4,378	63	,069		
	Total	6,127	69			
Jumps	Between Groups	35,484	6	5,914	2,035	,074
	Within Groups	180,216	62	2,907		
	Total	215,700	68			
Time	Between Groups	21326,323	6	3554,387	2,938	,014
	Within Groups	75002,361	62	1209,716		
	Total	96328,684	68			
Frustration	Between Groups	,344	6	,057	3,298	,007
	Within Groups	1,079	62	,017		
	Total	1,424	68			

Multiple Comparisons

Tukey HSD

Dependent Variable	(I) Group	(J) Group	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Success	ART	FND	-,20000	,11789	,621	-,5590	,1590
		ASX	,16667	,11789	,792	-,1924	,5257
		TBD	-,26667	,11789	,279	-,6257	,0924
		RAD	-,26667	,11789	,279	-,6257	,0924
		2L8	-,13333	,11789	,916	-,4924	,2257
		ABC	-,30000	,11789	,161	-,6590	,0590
Jumps	ART	FND	,1000	,7625	1,000	-2,223	2,423
		ASX	1,4481	,7834	,521	-,939	3,835
		TBD	,2667	,7625	1,000	-2,057	2,590
		RAD	2,0000	,7625	,137	-,323	4,323
		2L8	1,2833	,7625	,630	-1,040	3,607
		ABC	1,1667	,7625	,726	-1,157	3,490
Time	ART	FND	-31,3333	15,5545	,416	-78,731	16,064
		ASX	-26,8333	15,9808	,632	-75,530	21,863
		TBD	-1,0833	15,5545	1,000	-48,481	46,314
		RAD	1,1333	15,5545	1,000	-46,264	48,531
		2L8	-38,0833	15,5545	,197	-85,481	9,314
		ABC	9,1000	15,5545	,997	-38,298	56,498
Frustration	ART	FND	,088500	,059007	,744	-,09131	,26831
		ASX	,091981	,060624	,734	-,09275	,27671
		TBD	-,016167	,059007	1,000	-,19597	,16364
		RAD	,038833	,059007	,994	-,14097	,21864
		2L8	-,028167	,059007	,999	-,20797	,15164
		ABC	,185167 [*]	,059007	,039	,00536	,36497

Conclusion